Northeastern University
College of Professional Studies
Course Syllabus

Course Number & Title: MKT 1001 Principles of Marketing (CRN: 20291)
Winter 2016, 6 week term, On-line Course Format (See "Course Methodology" section below)
January 11, 2016 through February 11, 2016

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Note: I endeavor to respond to emails and phone message within 24 hours. IMPORTANT: If you email me at my personal email address, please prefix the subject line with MKT 1001. I may receive over 100 emails on any given day. I delete, without opening, any email when I don't recognize the subject or source, so please use the MKT1001 prefix.

Required Text(s)/Software/Tools:

TEXT: Lamb, Hair, and McDaniel, "MKTG," 9th edition, Thomson South-Western

Course Prerequisites

There are no prerequisites for this course.

Course Description

This course offers a fundamental understanding of marketing terms, concepts, strategies and the environment, external and internal to the company, in which the marketing function operates. The role of marketing within society and an organization will be provided by identifying and defining it via lectures, text readings and discussions

Course Outcomes

Students will have the opportunity to learn about the link between marketing theory and practice, covering specific marketing issues. Specifically, student's opportunity is to understand marketing's role in the organization and its strategic goals, researching marketing opportunities, customer buying processes, and applying the marketing mix to achieve the organization's strategies.

Course Methodology

On-Line format each week there will be an in classroom lecture and discussion.
Each week, you will be expected to:

1. Review the week's learning objectives.
2. Complete all assigned readings.
3. Complete all lecture materials for the week.
4. Participate in the Discussion Board when assigned
5. Complete and submit all assignments by the due dates.

Participation/Discussion Board

Weekly Participation/Discussion Boards are somewhat like chat rooms. They comprise 20% of the course grade. For example, "Discussion Board # 4 Week 1" is for chapters 1 and 2. See this

syllabus' Weekly Schedule for the weeks they are due. **Your requirement** is to post a response to the instructor's weekly question and further the dialog already started by your fellow students. Make a meaningful response. In other words don't just type, "I agree or disagree." Have an opinion. There are no right or wrong answers. However, I am looking for **a reasoned, thoughtful contribution** supported by **an example or terms from the text** to show you've read and understand the material. One direct response of a two paragraph or two to the question should be sufficient, and one response to a fellow student's response is required. These two meaningful responses will assure you've covered the requirement. The questions are designed to cause you to stretch your thinking and apply what is in the text. I will pop in from time to time with a comment and will post a summary at the end of each week. Your contributions must be posted by Sunday midnight of the week due. (See WEEKLY SCHEDULE: for more details)

Details about what the different DISCUSSION BOARDs are used for

Discussion Board #1: Introduction Please post your email address and brief bio.
Discussion Board #2: Water Cooler Any class member can chat about anything here. Think of it as a break room or cafeteria where people gather outside the classroom. Please note that all students and the instructor can access the "Water Cooler" to read and learn from the dialog. This carries the risk that you should be careful not to say something you may regret. It cannot be deleted once posted.
Discussion Board #3: General Topics This is essentially like "Discussion Board #2 Water Cooler" except use it for course related questions, that don't fit with the specific weekly chapter specific "Discussion Boards Questions."
Discussion Boards #4 though 8: Weekly Chapter Specific Participation, unless an on-line quiz or exam is due (Weeks 2, 3, 5 and 6 there are quizzes or exams). The weeks a discussion takes place the instructor will post a question that all students must respond to and also respond to one of your fellow student's responses. (See details under SCHEDULE: and GRADING: sections in this syllabus)

Communication/Taking Exams/Submission of Work

For Quizzes and Exams: In the "Course Materials" section of the course website find the "Assignments" folder, click on it to open. Then you may click on the quiz or exam to start it. NOTE: That these are timed, quizzes 1 hour, midterm 2 hours, and final exam 3 hours. After your quiz or exam has been graded, you will be able to view the grade and feedback I have provided by clicking on Tools, View Grades from the Northeastern University Online Campus tab.

Grading/Evaluation Standards

(NOTE: Exam and quiz questions will be multiple choice, asking for definitions, or short answers. They will not include fill in the blank or True False)
Chapter by chapter key word lists are posted under "Course Materials" in the "Weekly Lecture" folder in the course site. The key word lists will also be handed out each week in class. The key words/terms and concepts represent nearly all the possible words/terms or concepts you may see on the quizzes and exams. In other words, I chose the quiz/exam topics from these words**.**

Grading Points:
20% Classroom and Discussion Board Participation. (Weeks 1 and 4)
20% Quizzes, 2 quizzes, Weeks 2 and 5 at 10% each. Expect 10 questions.
30% Mid Term Exam (ON-LINE). Expect 50 questions.
30% Final Exam (IN CLASSROOM). Expect 80 questions.
100% Total

Late Assignments

An assignment is considered late if it is not submitted by 11:59pm on the date that the assignment is due. When assessing a late assignment, 10% of the point total will be deducted. No assignments will be accepted after the final day of class unless the late assignment completion date is agreed to by the instructor.

If you would like to review the discussion about grading standards in the CPS Student Handbook, you can find it at http://www.cps.neu.edu/student-services/student-handbook. Also, overall I obviously have an expectation that written work will be clear, comprehensible, and competently produced following the "Academic Honesty and Integrity Statement" as noted in that section of this syllabus further below.

Class Schedule / Topical Outline

Week	Dates	Topic	Assignments
1	1/11 – 1/17	Introduction Chp 1 An Overview of Marketing Chp 2: Strategic Planning for Competitive Advantage Chp 3: Ethics & Social Responsibility Chp 4 Marketing Environment Chp 5: Developing a Global Vision	On-Line Discussion Board. Complete by 6:00 PM Sunday 1/17
2	1/18 – 1/24	Chp 6: Consumer Decision Making Chp 7: Business Marketing Chp 8 Segmenting and Targeting Markets Chp 9: Decision Support System & Marketing Research Chp 10: Product Concepts Chp 11: Developing and Managing Products	On-Line Graded Quiz Chapters 1 and 2. Complete by midnight Sunday 2/24. On-line Practice Quiz chapters 3, 4 and 5
3	1/25 – 1/31	Mid term exam chapters 1-11 In class chapters 12 & 13 will be discussed	On-Line Graded Mid Term Exam. Complete by midnight Sunday 1/31
4	2/1 – 2/7	Chp 12: Services & Nonprofit Organization Marketing Chp 13: Marketing Channels Chp 14 Supply Chain Management Chp 15: Retailing Chp 16: Integrated Marketing Communications (IMC)	On-line Practice Quiz chapters 12, 13 and 14 On-line Discussion Board. Complete by midnight Sunday 2/7
5	2/8 – 2/14	Chp 17: Advertising and Public Relations Chp 18: Sales Promotion and Personal Selling Chp 19: Pricing Concepts Chp 20: Setting the Right Price Chp 21: Customer Relationship Management Chp 22: Social Media & Marketing	On-line Graded Quiz chapters 15 and 16. Complete by midnight 2/14
6	2/15 – 2/18	Final exam chapters 1 - 21	Final Exam Complete by **midnight Thursday** 2/18.

		Final Exam ends Thursday midnight which would be the last day of classes if on ground. It allows time for grading and getting the final course grades to the school on time.	

Academic Honesty and Integrity Statement

The University views academic dishonesty as one of the most serious offenses that a student can commit while in college and imposes appropriate punitive sanctions on violators. Here are some examples of academic dishonesty. While this is not an all-inclusive list, we hope this will help you to understand some of the things instructors look for. The following is excerpted from the University's policy on academic honesty and integrity; the complete policy is available at http://www.cps.neu.edu/about-cps/policies-and-procedures.

Cheating – intentionally using or attempting to use unauthorized materials, information or study aids in an academic exercise. This may include use of unauthorized aids (notes, texts) or copying from another student's exam, paper, computer disk, etc.

- *Fabrication* – intentional and unauthorized falsification, misrepresentation, or invention of any data, or citation in an academic exercise. Examples may include making up data for a research paper, altering the results of a lab experiment or survey, listing a citation for a source not used, or stating an opinion as a scientifically proven fact.
- *Plagiarism* – intentionally representing the words or ideas of another as one's own in any academic exercise without providing proper documentation by source by way of a footnote, endnote or intertextual note.
- *Unauthorized collaboration* – Students, each claiming sole authorship, submit separate reports, which are substantially similar to one another. While several students may have the same source material, the analysis, interpretation and reporting of the data must be each individual's.
- *Participation in academically dishonest activities* – Examples include stealing an exam, using a pre-written paper through mail order or other services, selling, loaning or otherwise distributing materials for the purpose of cheating, plagiarism, or other academically dishonest acts; alternation, theft, forgery, or destruction of the academic work of others.
- *Facilitating academic dishonesty* – Examples may include inaccurately listing someone as coauthor of paper who did not contribute, sharing a take home exam, taking an exam or writing a paper for another student.

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IMPORTANT WEB SITE SPECIFICS:

1. Check your Northeastern User Listing to assure your registered email address is correct or the one you will be using for this class. Blackboard automatically uses the address you have registered. To check that it is correct go to: myneu.edu (Sorry but you can't click from the syllabus) to register and/or correct your email address.

2. It is recommended that you **navigate the Blackboard** site by **clicking the root/route** stream **at the top of each page** rather than your browser's back and forward arrows. Using your browser icons may boot you out.

3. Use **"Discussion Board #3"** if you have **general questions or comments** about chapter material that are unrelated to specific chapter questions asked in the other "Discussion Boards."

4. Email: I strongly prefer to use Blackboard exclusively. That way someone with the same question may learn from your postings and mine. However, if you have a question of a personal nature, email me at mglasier@charter.net **Prefix the subject with MKT1001** or it will get deleted. I receive 100 or more emails on some days. I delete unopened and unread those where I don't recognize the subject and sender. Any emails that I send will be prefixed by MKT4301.

5. **Course Site Navigation Buttons:** This is the column of buttons on the left side of each course site page. Each button and its use is described below. More detailed use of these buttons may be found elsewhere in this syllabus related to their particular subject area. If you find that the button column is squeezing your view/room on the page, you can collapse the column by clicking the **red arrowhead in the circle** above the column. Click it again and the column will reappear.

Announcements Button: Site introduction page and weekly announcements.
Syllabus Button: Where you found this syllabus.
Faculty Information Button: Not used. Information already in syllabus.
Course Material Button: In the "Weekly Lecture" folder you will find chapter by chapter lectures and Key word lists of the possible terms, concepts, etc that will be questions asked in the quizzes and exams. These written lectures and key words grouped by week according the "Weekly Schedule" in this syllabus. Power points with voice over lectures related to the weekly text topics are also available and can be a valuable time saving way to become familiar with the text chapter topics. All of these course materials are downloadable.

According to the school's requirement Course Materials are timed to open no earlier than two weeks before the syllabus weekly schedule date. Quizzes and exams will be posted within a "Course Materials, Assignments" folder. They are timed to open at 6 AM Sunday prior to the Monday date on this syllabus' Weekly Schedule and close at 6 PM the following Sunday. **Except for the final exam,** (See the grading and the class schedule section of this syllabus for more details)

Communication Button: A synchronous virtual classroom. Inactivated for this course because students using dial-up cannot access it. **Also,** a roster and email tool are here but shouldn't be needed as we will be using asynchronous "Discussion Board."
Discussion Board Button: Where you post answers/comments to specific chapter group questions according to the syllabus' "Weekly Schedule." Or, general questions can be posted. See the "CLASS FORMAT" section of this syllabus for details about each "Discussion Board" (See "Grading Points:" in this syllabus for details on your requirement and grading)
Tools Button: A number of options are found here. Used in this course are "View Grades" where you can see your grades. "Student Manual" a Blackboard user's manual is found here, but it's not too useful.
Web Sites: A number of marketing related sites. **Blackboard help, Student Handbook**, and a list of **marketing related web sites**. Not required for this course, but an interesting source for

valuable marketing information. They may be worth noting for your current or future academic or career needs.